

Proposed Amendments to the Claims

Claims 39-59 were pending and presented for examination as of the last Office Action. Claims 39, 40, 42, 47, 48, and 50 are amended. Claims 55-59 are cancelled. Applicants respectfully request entry of the proposed amendments.

1-38. (Cancelled)

39. (Currently Amended) A computer implemented method for providing information from a seller about an on-line group buying sale hosted by a sales server to a referring website for referring potential buyers to the on-line group buying sale, the method comprising:

~~receiving from at least one seller, information about a plurality of on-line group buying sales;~~

~~receiving from the at least one seller, instructions for conducting the plurality of on-line group buying sales;~~

~~receiving data from sellers that describes featured items to be sold in a plurality of on-line group buying sales conducted on a computerized system in communication across an electronic network with buyer computer systems;~~

~~receiving data from sellers that comprises directions for conducting the plurality of group-buying sales for the featured items;~~

~~establishing seller accounts for sellers with an on-line group-buying sale host associated with the computerized system for conducting the on-line group buying sales;~~

~~receiving from the referring website, instructions for selecting an on-line group buying sale from the plurality of on-line group buying sales for the referring website;~~

~~receiving from the referring website, a request for information about an on-line group buying sale;~~

~~responsive to the request for information, the instructions for conducting the on-line group buying sales, and the instructions for selecting an on-line group buying sale, selecting for the referring website an on-line group buying sale from the plurality of on-line group buying sales;~~

~~generating a display associated with the selected on-line group buying sale;~~

generating a link to the display; and
providing the link to the referring website, whereby a potential buyer accessing the referring website can access the link, and thereby access the display associated with the selected on-line group buying sale and participate in the selected on-line group buying sale.

40. (Currently Amended) The method of claim 39 wherein the request for information from the referring website contains a sales criterion, and selecting for the referring website an on-line group buying sale is performed responsive to the sales criterion.

41. (Previously Presented) The method of claim 40 wherein the sales criterion comprises at least one of: a timing criterion, a price criterion, a keyword criterion, and an item criterion.

42. (Currently Amended) The method of claim 39 wherein the selected on-line group buying sale is offered exclusively to potential buyers who access the selected on-line group buying sale through the link provided to the referring website.

43. (Previously Presented) The method of claim 39 further comprising receiving instructions for displaying an on-line group buying sale from the referring website, and wherein generating a display is performed responsive to the instructions for displaying.

44. (Previously Presented) The method of claim 43 wherein the instructions for displaying specify displaying the selected on-line group buying sale in one of: a carousel scheme, a random scheme, and a shuffle scheme.

45. (Previously Presented) The method of claim 39 wherein the display comprises a link back to the referring website.

46. (Previously Presented) The method of claim 39 wherein an instruction of the instructions for selecting comprises a selection, from a hierarchy of categories, of a category of goods/services to be sold in an on-line group buying sale.

47. (Currently Amended) A computer program product for providing an on-line group buying sale to a referring website, the computer program product comprising a computer-readable medium containing computer program code for:

~~receiving from seller, information about a plurality of on line group buying sales;~~
~~receiving from the seller, instructions for conducting the plurality of on-line group buying sales;~~
receiving data from sellers that describes featured items to be sold in a plurality of on-line group buying sales conducted on a computerized system in communication across an electronic network with buyer computer systems;
receiving data from sellers comprising directions for conducting the plurality of group-buying sales for the featured items;
establishing seller accounts for sellers with an on-line group-buying sale host associated with the computerized system for conducting the on-line group buying sales;
receiving from the referring website, instructions for selecting an on-line group buying sale from the plurality of on-line group buying sales for the referring website;
receiving from the referring website, a request for information about an on-line group buying sale;
responsive to the request for information, ~~the instructions for conducting the on-line group buying sales;~~ and the instructions for selecting an on-line group buying sale, selecting for the referring website an on-line group buying sale from the plurality of on-line group buying sales;
generating a display associated with the selected on-line group buying sale;
generating a link to the display; and
providing the link to the referring website, whereby a potential buyer accessing the referring website can access the link, and thereby access the display associated with the selected on-line group buying sale and participate in the selected on-line group buying sale.

48. (Currently Amended) The computer program product of claim 47 wherein the request for information from the referring website contains a sales criterion, and wherein the code for selecting for the referring website comprises code for selecting responsive to the sales criterion.

49. (Previously Presented) The computer program product of claim 48 wherein the sales criterion comprises one of: a timing criterion, a price criterion, and an item criterion.

50. (Currently Amended) The computer program product of claim 47 wherein the selected on-line group buying sale is offered exclusively to potential buyers who access the selected on-line group buying sale through the link provided to the referring website.

51. (Previously Presented) The computer product of claim 47 further comprising code for receiving instructions for displaying an on-line group buying sale from the referring website, and wherein the code for generating comprises code for generating a display responsive to the instructions for displaying.

52. (Previously Presented) The computer product of claim 51 wherein the instructions for displaying specify displaying the selected on-line group buying sale in one of: a carousel scheme, a random scheme, and a shuffle scheme.

53. (Previously Presented) The computer product of claim 47 wherein the display comprises a link back to the referring website.

54. (Previously Presented) The computer product of claim 47 wherein an instruction of the instructions for selecting comprises a selection, from a hierarchy of categories, of a category of goods/services to be sold in an on-line group buying sale.

55-59. (Cancelled)